

ABSTRACT OF THE DISCLOSURE

An information processing apparatus is disclosed which mediates a transaction regarding a CM broadcast between a broadcasting station and a sponsor. A CM frame is registered and laid open, and a tender is accepted from sponsors. When it is discriminated that a tender deadline has come, conditions are counted, and a result of the counting is transmitted. When a sponsor is determined, CM frame acquisition is conveyed and a CM material is received. The CM material is transmitted to the broadcasting station. Then, a CM broadcast is conveyed, and a CM broadcasting charge is calculated and a claim therefor is sent to the sponsor. Then, the processing is ended. However, when a sponsor is not determined, if conditions are reset, then the processing returns to the CM frame laying open processing described above. However, if conditions are not reset, then the processing is ended.